ORDER

Orders Order / Rev: 705294 06267277 Alt Order #: NRCC-IE 2012 Product Desc: WKYC Estimate: 2953 Flight Dates: 10/12/12 - 10/18/12 Primary AE: Joe Knauer Original Date / Rev: 09/25/12 / 09/25/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT National Media Research Planning/ PC Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Broadcast Billing Calendar: 815 Slaters Lane Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: NRCC-IE Demographic: A35+ New Business Thru: **Product Codes:** PL-State/Local,IS-Issue/Non Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

Totals

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/18/12	34	\$43,450.00	\$36,932.50

Month	# Spots	Gross Amount	Net Amount	Rating		
October 2012	34	\$43,450.00	\$36,932.50	0.00		
Totals	34	\$43,450.00	\$36,932.50	0.00		

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln Ch Start End	Inventory Code	Break	Start/End T	ïme Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
1 WKYC 10/12/12 10/12/12	J	CM	1135p-1237a	aF	:30 1	\$1,300.00 P-2	0.00 NM	1	\$1,300.00
	Tonight Show								
TONITE SHW-NBC									
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	F	1	\$1,300.00	0.00					
2 WKYC 10/12/12 10/12/12	M-F 4-5p	CM	4p-5p	F	:30 1	\$800.00 P-1	0.00 NM	1	\$800.00
	Ellen Degeneres								
ELLEN									
Start Date End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/08/12 10/14/12	F	1	\$800.00	0.00					
3 WKYC 10/12/12 10/12/12	M-F 430a-5a	CM	430a-5a	F	:30 1	\$300.00 P-1	0.00 NM	1	\$300.00
	430a News								
CH 3 NEWS 430A									
Start Date End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 10/08/12 10/14/12	F	1	\$300.00	0.00					
4 WKYC 10/12/12 10/12/12	M-F 5-6a	CM	5a-6a	F	:30 1	\$850.00 P-2	0.00 NM	1	\$850.00
	Channel 3 News	@ 5AM							
CH3 NEWS SUNRS									
Start Date End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 10/08/12 10/14/12	F	1	\$850.00	0.00					
5 WKYC 10/12/12 10/12/12	M-F 5-6p	CM	5p-6p	F	:30 1	\$1,400.00 P-1	0.00 NM	1	\$1,400.00
	Dr. Phil								
DR. PHIL									
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	F	1	\$1,400.00	0.00					

Print Date: 09/25/12 16:36:44 Page 2 of 4

WKYC

Order / Rev: 705294

Advertiser: NRCC-IE

Estimate:

Alt Order #: 06267277

Product Desc: NRCC-IE 2012

Flight Dates: 10/12/12 - 10/18/12

2953

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots WKYC 10/12/12 10/12/12 M-F 7-9a Today CM 7a-9a :30 \$1,800.00 P-2 0.00 NM \$1,800.00 **Today Show TODAY SHW** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/14/12 ---F-0.00 Week: 10/08/12 \$1,800.00 WKYC 10/15/12 10/15/12 1 \$3.000.00 P-2 LN (M-Su) CM 11P-1135P M- - - - -:30 0.00 NM \$3.000.00 Late News (M-Su) CH 3 NWS AT 11 **End Date** Spots/Week Start Date Weekdays Rate Rating Week: 10/15/12 10/21/12 \$3,000.00 0.00 8 WKYC 10/15/12 10/15/12 1 \$1,300.00 P-2 **Tonight Show** CM 1135p-1237a M- - - - -:30 0.00 NM 1 \$1,300.00 Tonight Show TONITE SHW-NBC **End Date** Start Date Spots/Week Rating Weekdays Rate M- - - - -Week: 10/15/12 10/21/12 \$1,300.00 0.00 9 WKYC 10/15/12 10/15/12 M-F 4-5p M- - - - -:30 \$800.00 P-1 0.00 NM \$800.00 CM 4p-5p Ellen Degeneres **ELLEN End Date** Weekdays Spots/Week Start Date Rate Rating Week: 10/15/12 10/21/12 M- - - - -\$800.00 0.00 10 WKYC 10/15/12 10/15/12 M-F 430a-5a СМ 430a-5a M- - - - -:30 \$300.00 P-1 0.00 NM \$300.00 1 430a News CH 3 NEWS 430A Spots/Week End Date Rating Start Date Weekdays Rate M- - - -10/21/12 0.00 Week: 10/15/12 \$300.00 11 WKYC 10/15/12 10/15/12 M-F 5-6a CM 5a-6a M----:30 \$850.00 P-2 0.00 NM \$850.00 Channel 3 News @ 5AM **CH3 NEWS SUNRS** Start Date **End Date** Spots/Week Rating Weekdays Rate M- - - - -Week: 10/15/12 10/21/12 \$850.00 0.00 12 WKYC 10/15/12 10/15/12 M-F 7-9a Today СМ M- - - - -:30 1 \$1.800.00 P-2 0.00 NM \$1,800.00 7a-9a **Today Show TODAY SHW** <u>Weekdays</u> Start Date **End Date** Spots/Week Rating Rate M- - - - -Week: 10/15/12 10/21/12 \$1,800.00 0.00 13 WKYC 10/13/12 10/13/12 1 \$2,500.00 P-2 Sat 6-630p CM 6-630p ---S-:30 0.00 NM \$2,500.00 Channel 3 News at 6P SAT CH 3 NWS AT 6 **End Date** Start Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 ---S-1 \$2,500.00 0.00 Rate Rtg Type Ch Date Range Start/End Time Weekdays Description Length Spot 1 NKYC 10/08/12-10/14/12 Sat 6-630p 6-630p :30(\$2,500.00) 0.00 NM - - - Sa-See MG 13.2 [Prgm Change] notre dame 2 NKYC 10/12/12-10/12/12 Sat 6-630p 6-630p :30 \$2,500.00 0.00 NM MG for 13.1 10/13 [Input Error] ordered for Sat News and restricted to Friday 14 WKYC 10/13/12 10/13/12 Sat 730-8p CM 730-8p ---S-:30 \$800.00 P-1 \$800.00 0.00 NM Sat 730-8P **CASH EXPLOSION End Date** Spots/Week Start Date Weekdays Rating Rate 10/14/12 - - - - S-Week: 10/08/12 \$800.00 0.00 15 WKYC 10/14/12 10/14/12 Sa-Su 10a-6p ---S :30 \$500.00 P-2 0.00 NM \$1,000.00 1030a-6p Weekend Rotator (4:30 PM-6:00 PM) PRO BULL RIDING Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 - - - - - S \$500.00 0.00 \$2,500.00 16 WKYC 10/14/12 10/14/12 Sun 6-630p CM 6-630p ---S :30 \$2,500.00 P-2 0.00 NM Channel 3 News at 6p SUN CH3 NWS@6 WKND Spots/Week Start Date **End Date** Weekdays Rate Rating

Print Date: 09/25/12 16:36:44 Page 3 of 4

WKYC

Order / Rev: 705294

Advertiser: NRCC-IE

Alt Order #: 06267277 Product Desc: NRCC-IE 2012

Flight Dates: 10/12/12 - 10/18/12 2953

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	•	Rate Pri	Rtg Type	Spots	Amount
16 WKYC	10/14/1	2 10/14/12	Sun 6-630p Channel 3 News	CM	6-630p	S	:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
CH3 NW	/S@6 W	KND	Channel 3 News	at op SUN								
Star Week: 10/0	rt Date	End Date 10/14/12	Weekdays	Spots/Week 1	Rate \$2,500.00	Rating 0.00						
		2 10/14/12		CM	9a-1030a	S	:30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
CUD CU	MONINI	MO	Channel 3 News	Sun 9a								
CH3 SU Star	MRN N	End Date	Weekdays	Spots/Week	Rate	Rating					i	
Week: 10/0	08/12	10/14/12	S	1	\$1,800.00	0.00						
18 WKYC	10/18/1	2 10/18/12	Tonight Show Tonight Show	CM	1135p-1237a	T	:30	1	\$1,300.00 P-2	0.00 NM	1	\$1,300.00
TONITE	SHW-N	вс	-								ĺ	
Star Week: 10/1	t Date	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$1,300.00	Rating 0.00						
		2 10/18/12	M-F 4-5p	CM	4p-5p	T	:30	1	\$800.00 P-1	0.00 NM	1	\$800.00
ELLEN			Ellen Degeneres									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					i	
Week: 10/1		10/21/12	T	1	\$800.00	0.00						
20 WKYC	10/18/1	2 10/18/12	M-F 5-6a Channel 3 News	CM @ 5AM	5a-6a	T	:30	1	\$850.00 P-2	0.00 NM	1	\$850.00
CH3 NE	WS SUN	IRS		© O/ IIVI							l	
Star Week: 10/1	rt Date	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$850.00	Rating 0.00						
		2 10/18/12		CM	\$650.00 5р-6р	T	:30	1	\$1,400.00 P-1	0.00 NM	1	\$1,400.00
DR. PHI			Dr. Phil									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/1		10/21/12	T		\$1,400.00	0.00						
22 WKYC	10/18/1	2 10/18/12	M-F 7-9a Today Today Show	CM	7a-9a	T	:30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
TODAY			•								l	
<u>Star</u> Week: 10/1	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$1,800.00	Rating 0.00					İ	
		2 10/16/12	Tonight Show	CM	1135p-1237a		:30	1	\$1,300.00 P-2	0.00 NM	1	\$1,300.00
TONITE	SH/W-W	RC	Tonight Show		(11:35 PM-12	2:35 XM)						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					İ	
Week: 10/1		10/21/12	- T		\$1,300.00	0.00			#000 00 D 4	0.00 NA		# 000 00
24 WKYC	10/16/1	2 10/16/12	M-F 4-5p Ellen Degeneres	СМ	4p-5p	- T	:30	1	\$800.00 P-1	0.00 NM	1	\$800.00
ELLEN		5.15 .	-	0	Б.,	5 :						
Star Week: 10/1	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> - T	Spots/Week 1	Rate \$800.00	Rating 0.00					i	
		2 10/16/12		CM	5a-6a	- T	:30	1	\$850.00 P-2	0.00 NM	1	\$850.00
CH3 NE	WS SUN	IRS	Channel 3 News	@ 5AM								
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					İ	
Week: 10/1		10/21/12 2 10/16/12	-T	1	\$850.00	0.00 - T	:30		¢4 400 00 D 4	0.00 NIM		\$1,400.00
20 VVNTC	10/16/1	2 10/16/12	Dr. Phil	СМ	5р-6р	- 1	.30	ı	\$1,400.00 P-1	0.00 NM	1	\$1,400.00
DR. PHI		End Data	We aldere	Cnoto/Mook	Doto	Dating						
Week: 10/1	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> - T	Spots/Week 1	Rate \$1,400.00	Rating 0.00					İ	
27 WKYC	10/16/1	2 10/16/12	M-F 7-9a Today	CM	7a-9a	- T	:30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
TODAY	SHW		Today Show								1	
<u>Star</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					1	
Week: 10/1		10/21/12	- T		\$1,800.00	0.00 W	.20	4	\$3 000 00 B 0	0.00 NIN4	_	¢2 000 00
28 WKYC	10/17/1	z 10/11/12		СМ	11-1135p	VV	:30	T	\$3,000.00 P-2	0.00 NM	1	\$3,000.00

Print Date: 09/25/12 16:36:44 Page 4 of 4

WKYC

Totals

\$43,450.00

Order / Rev: 705294

Advertiser:

NRCC-IE

Alt Order #:

Flight Dates:

06267277

10/12/12 - 10/18/12

Product Desc: NRCC-IE 2012

Estimate:

2953

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots M-F 11-1135p Channel 3 News at 11p M-F CH 3 NWS AT 11 Weekdays Start Date **End Date** Spots/Week Rate Rating - - W- - - -Week: 10/15/12 10/21/12 \$3,000.00 0.00 29 WKYC 10/17/12 10/17/12 Tonight Show СМ :30 0.00 NM \$1,300.00 1135p-1237a - - W- - - -\$1,300,00 P-2 1 **Tonight Show TONITE SHW-NBC** Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/15/12 10/21/12 - - W- - - -\$1,300.00 0.00 30 WKYC 10/17/12 10/17/12 M-F 4-5p СМ --W----:30 \$800.00 P-1 0.00 NM \$800.00 4p-5p 1 Ellen Degeneres **ELLEN** Weekdays Start Date **End Date** Spots/Week Rate Rating 10/21/12 - - W- - - -Week: 10/15/12 \$800.00 0.00 31 WKYC 10/17/12 10/17/12 M-F 430a-5a СМ 430a-5a - - W- - - -:30 \$300.00 P-1 0.00 NM \$300.00 1 430a News CH 3 NEWS 430A Rating Weekdays Spots/Week Start Date **End Date** Rate Week: 10/15/12 10/21/12 - - W- - - -\$300.00 0.00 32 WKYC 10/17/12 10/17/12 M-F 5-6a \$850.00 P-2 CM 5a-6a - - W- - - -:30 0.00 NM \$850.00 1 Channel 3 News @ 5AM **CH3 NEWS SUNRS End Date** Spots/Week Rating Start Date Weekdays Rate Week: 10/15/12 10/21/12 - - W- - - -\$850.00 0.00 33 WKYC 10/17/12 10/17/12 M-F 7-9a Today CM 7a-9a --W---:30 1 \$1,800.00 P-2 0.00 NM \$1,800.00 **Today Show TODAY SHW** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 - - W- - - -1 \$1,800.00 0.00